

ARCHIE
SERIES

OCT.

Archie's

12¢



MAD HOUSE



Special DOLLED-UP ISSUE

Archie's MAD HOUSE

CHESTER SQUARE DOLL

YOU WIND IT UP AND
IT GOES AROUND IN
CIRCLES (SQUARED
CIRCLES, THAT IS!).

LESTER COOL DOLL

YOU HAVE TO
WIND IT UP ON
THE SIDE... IT'S
A HIP DOLL!

FOR SOME MORE
DOLL-IGHTFUL DOLLS
SEE MY MONSTER
SECTION!

HILDA THE WITCH DOLL

YOU HAVE TO WIND
IT UP VERY GENTLY,
OTHERWISE IT
UNWINDS YOU!

PINK MARTIAN DOLL

YOU'VE GOT TO WIND IT
UP IN 3 STAGES BEFORE
IT WILL ORBIT!

TABLE OF CORN-TENTS

LES
'N'
CHES

BESS
'N'
TESS

ANN GORA
THE
CAT GIRL

THE
PINK
MARTIAN

CAPTAIN
SPROCKET

RONALD
THE
RUBBER BOY

AND...

HILDA

IS THIS
A DOLL
HOUSE?

NO, IT'S
A
MAO HOUSE!

BESS 'N' TESS

MAD HOUSE SUPERMARKET

NO PETS
PERMITTED
EXCEPT
HUSH
PUPPIES!!

CORNY
JOKE
DEPT

SPECIAL—
CANNED
LAUGHTER!!

PEACH
DEPT
BLONDES
RED HEADS
BRUNETTES
↓

'SPECIAL'
BREAD
DEPT
ALL OUR
ALLOWANCES
ARE MADE
WITH
GREEN
DOUGH!
↓

BEEF
DEPT
→
MAKE
YOUR
COMPLAIN
HERE

DATE
DEPT

SYRUPY
KISSES
•
SUGARY
LINES
•
BUTTER-UP
APPROACHES
↓

MAN! THIS IS THE
COOLEST MARKET YET!
EVEN THE CHILI
HERE IS COLD!

SEE YOU AT
THE CHECKOUT
COUNTER!

LEMON
DEPT
GRAB ONE
OF OUR
JALOPY
SHOPPING
CARTS
↓

RETURN
ME TO
THE
HAM
DEPT

LÉS 'N' CHES PRESENT **THE**
TEEN SECTION

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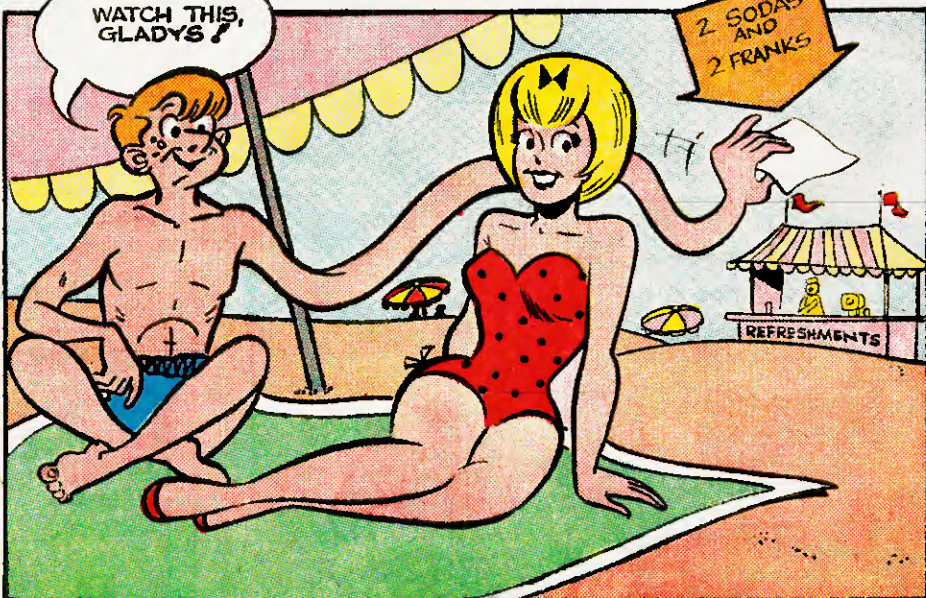
ONCE AGAIN WE FEATURE THE LAD WHO'S HABIT OF SWALLOWING GUM HAS TURNED HIM INTO—

RONALD THE RUBBER BOY

STRETCH STRATEGY

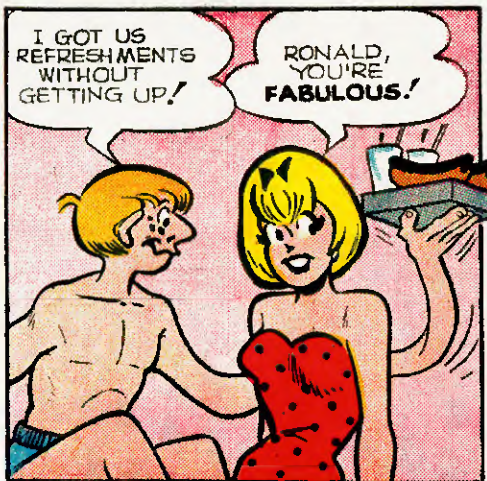
WATCH THIS, GLADYS!

2 SODAS AND 2 FRANKS



I GOT US REFRESHMENTS WITHOUT GETTING UP!

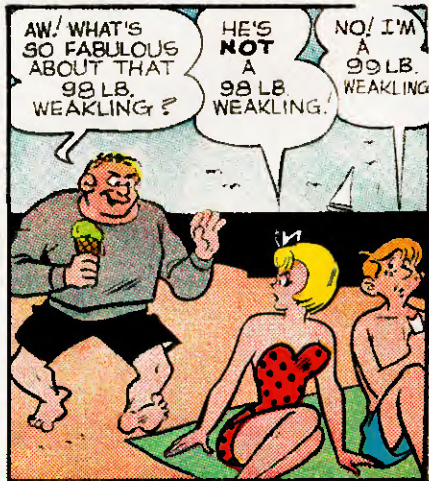
RONALD, YOU'RE FABULOUS!

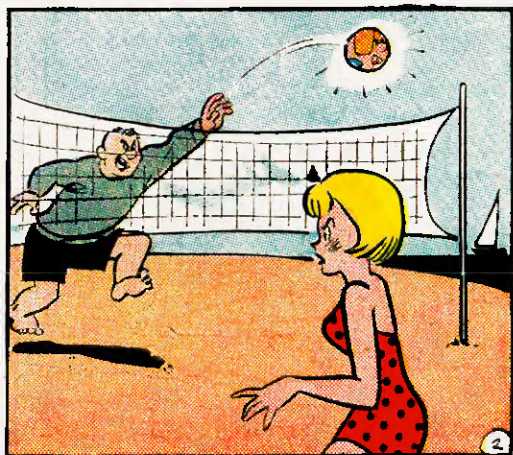
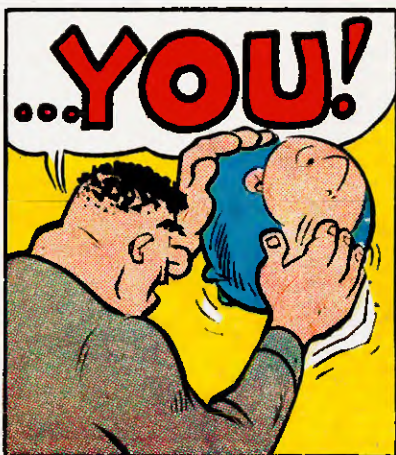
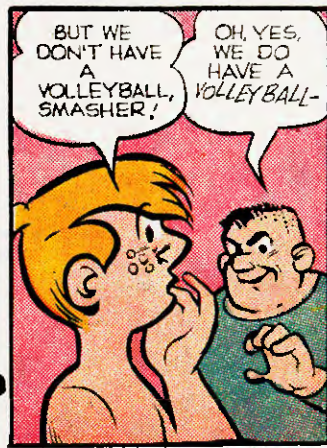
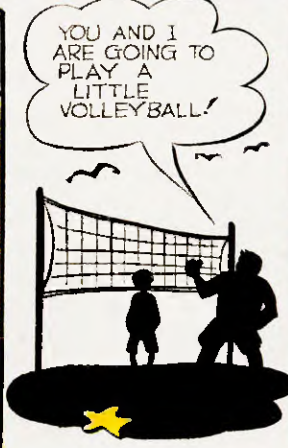
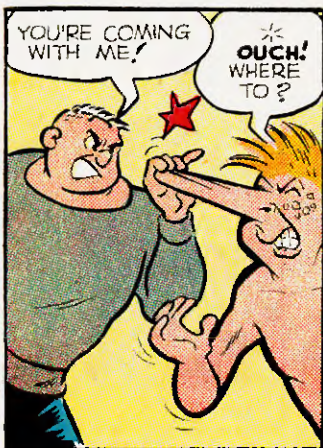
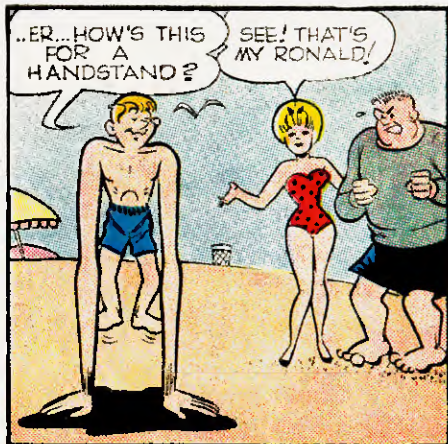
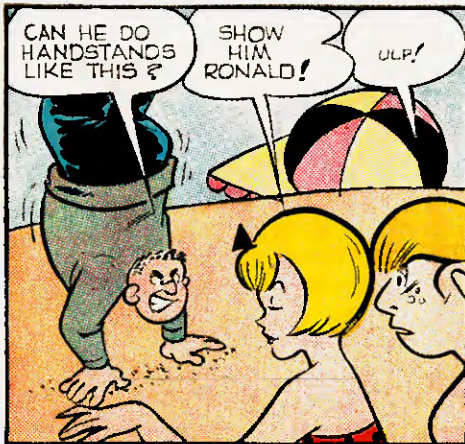


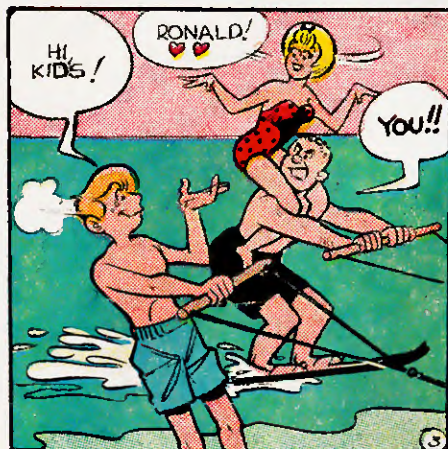
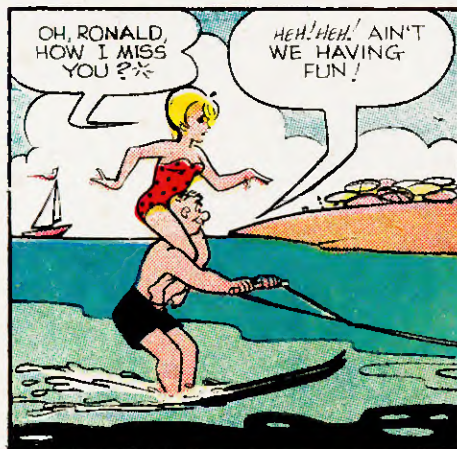
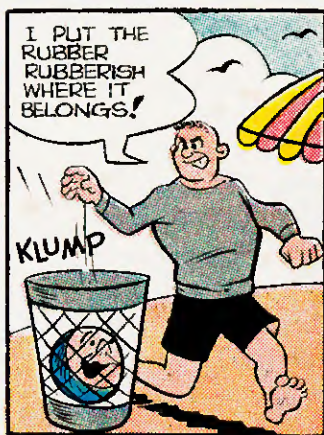
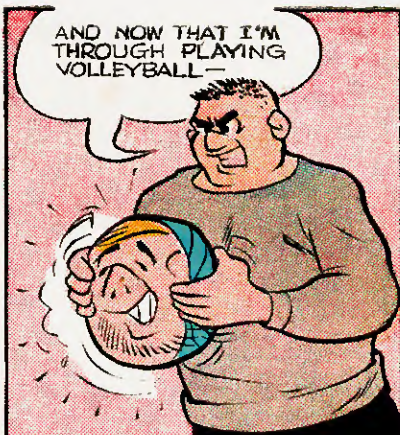
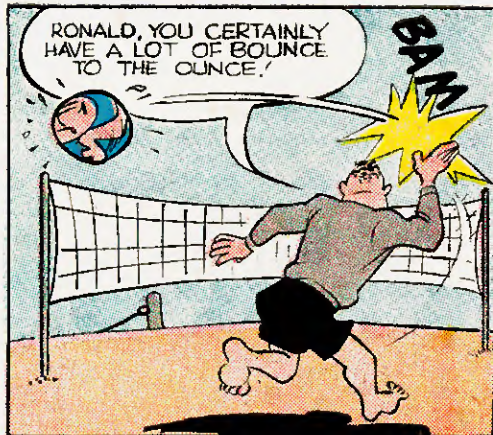
AW! WHAT'S SO FABULOUS ABOUT THAT 98 LB. WEAKLING?

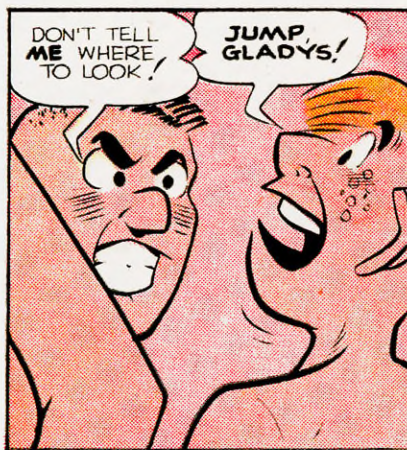
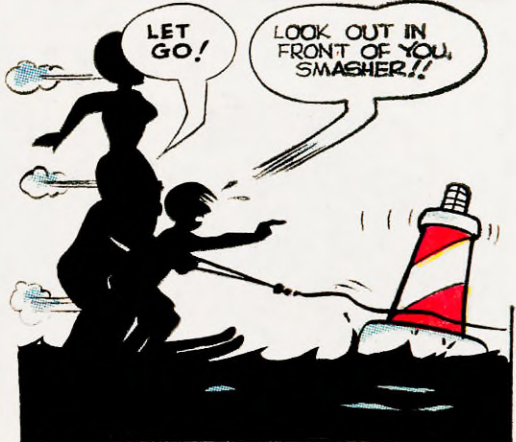
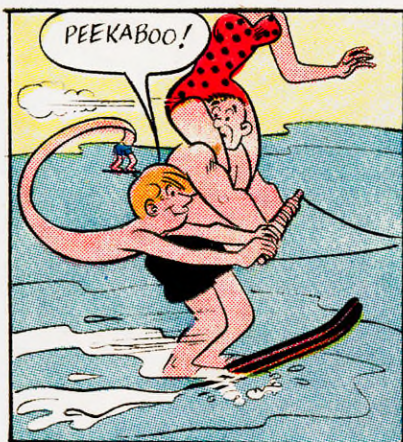
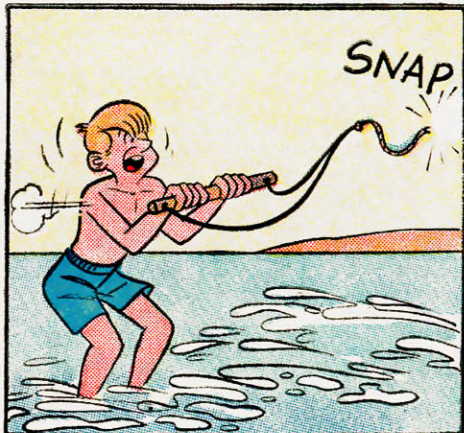
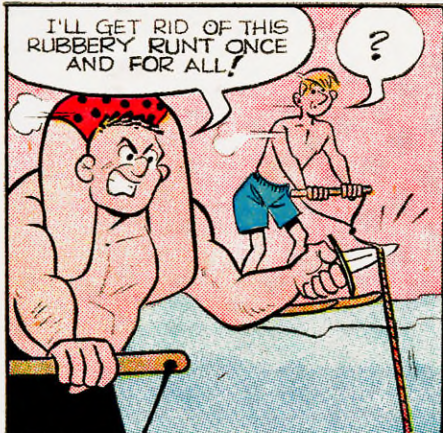
HE'S NOT A 98 LB. WEAKLING!

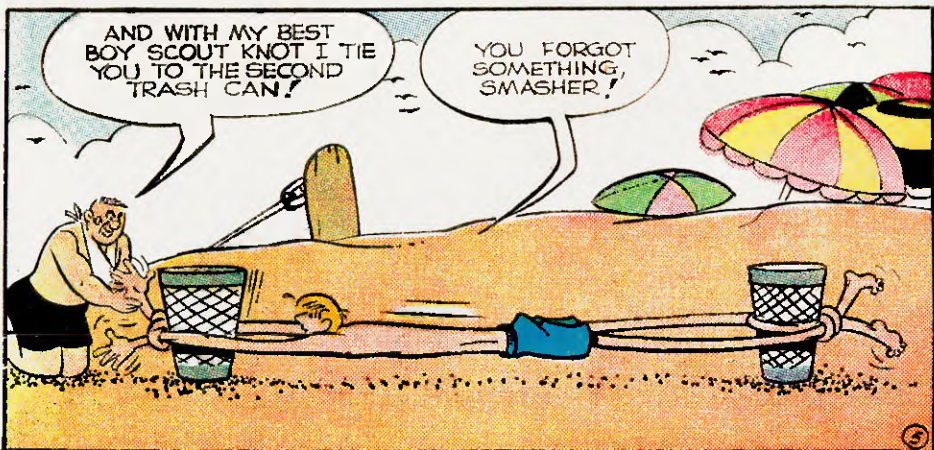
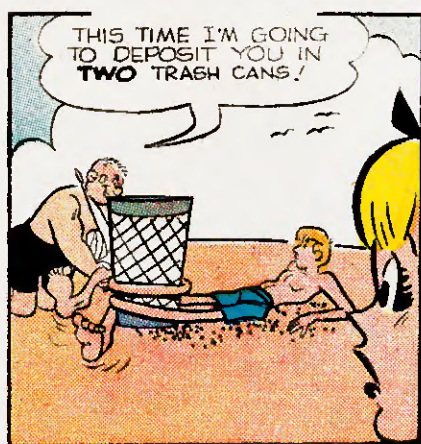
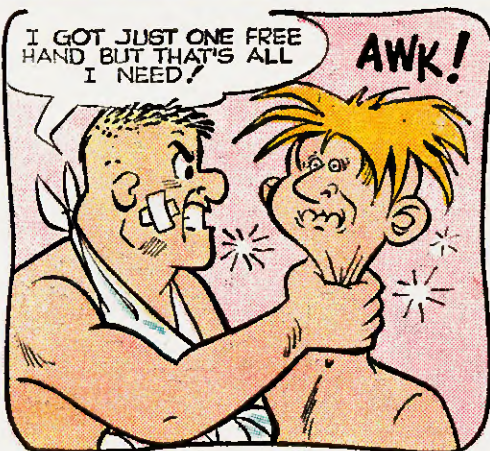
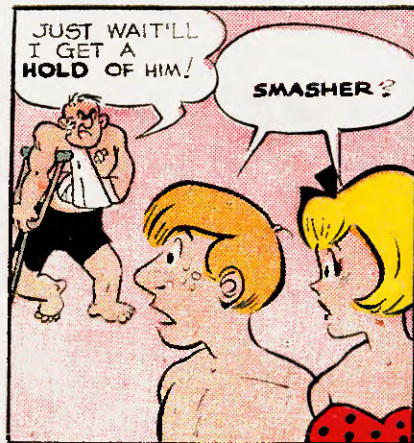
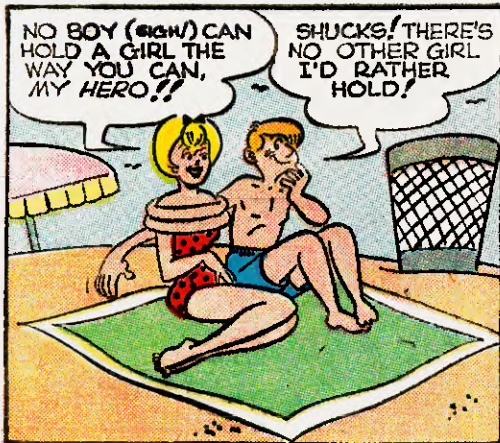
NO! I'M A 99 LB. WEAKLING!

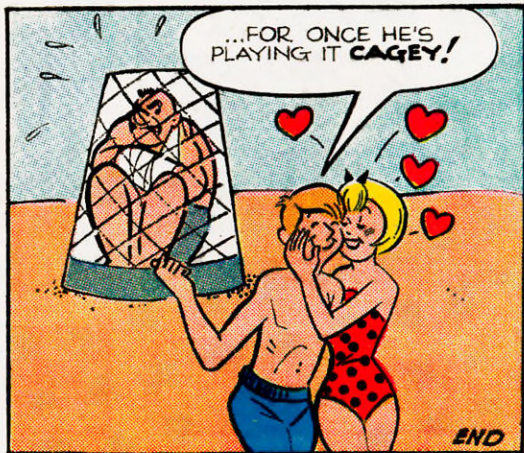
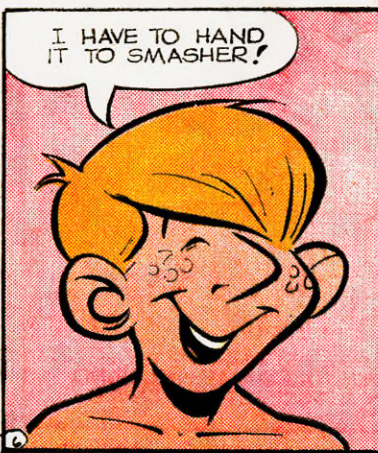
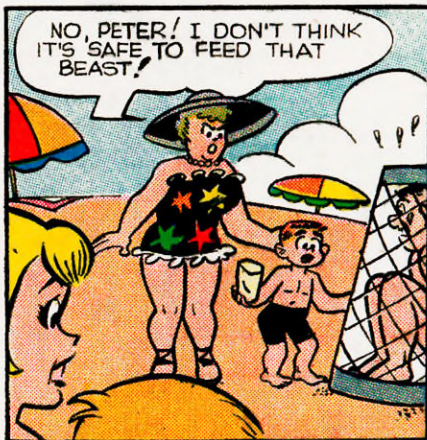
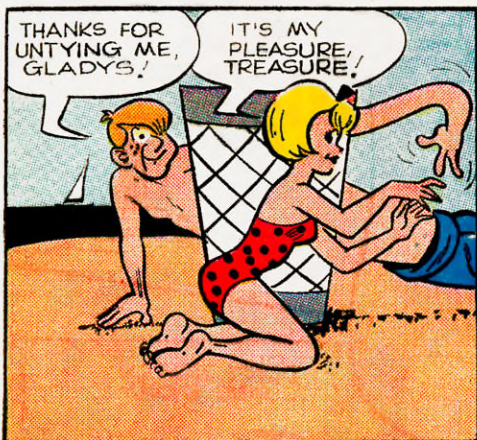
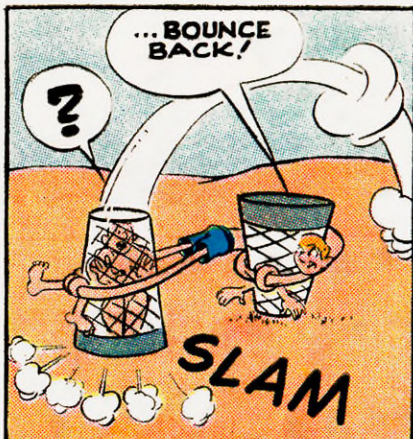
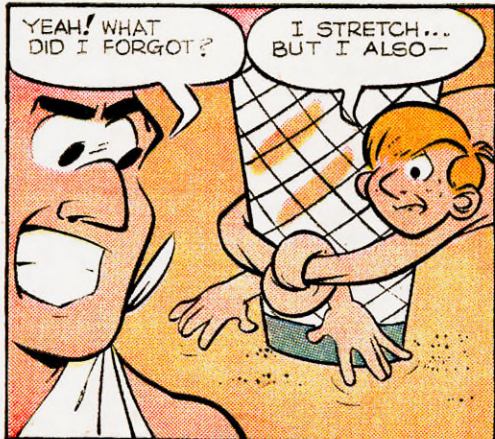


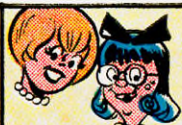












BESS 'N' TESS PRESENT

THE MAD HOUSE GUIDE TO PROPER BEACH BEHAVIOR★

DON'T LITTER THE BEACHES!

...DEPOSIT BOTTLES
ARE USUALLY
WORTH 2¢.



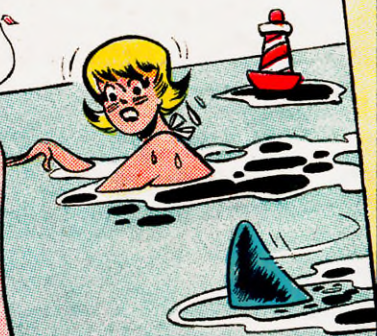
DON'T PLAY YOUR
RADIO TOO LOUDLY



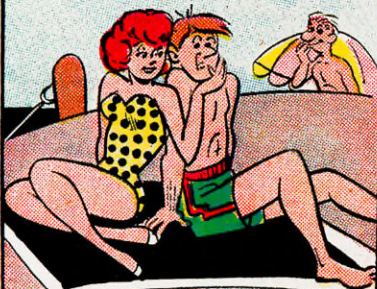
...YOU'LL WASTE
YOUR PRECIOUS
BATTERY.

DON'T GO SWIMMING TOO FAR OUT

... ALL THE BOYS
ARE CLOSE TO SHORE!

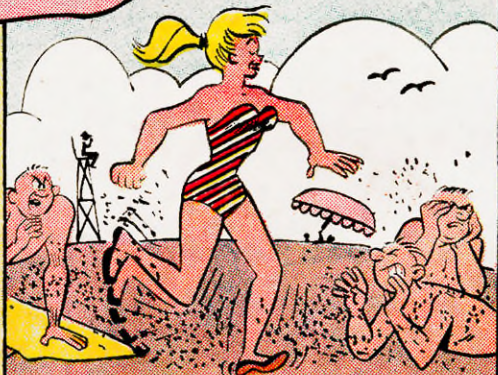


DON'T SHOW
YOUR BOY
FRIEND AFFECTION
IN PUBLIC ...



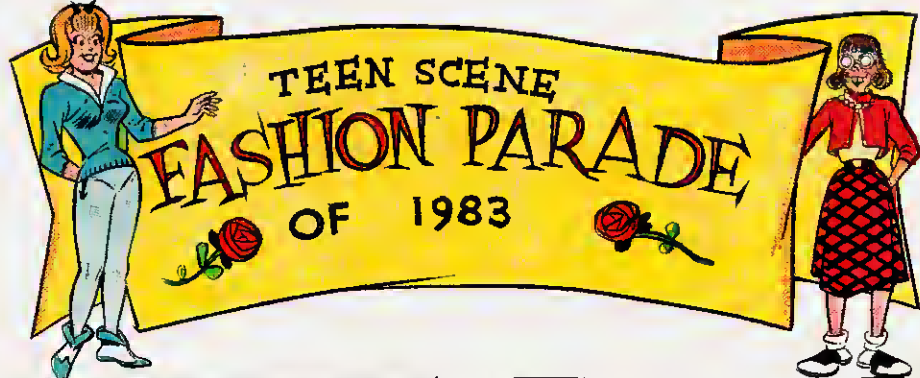
...YOU'RE LIABLE TO GET
HIS STICKY SUN TAN
OIL ALL OVER YOU.

DON'T KICK UP
A SAND STORM!



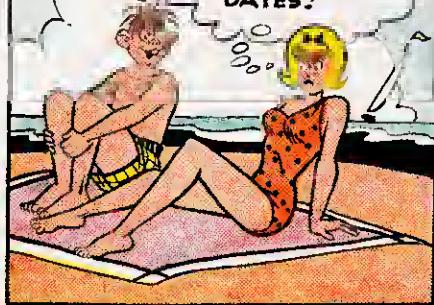
...IF YOU APPEAR TO HAVE TOO
MUCH ENERGY THE GANG WILL SEND
YOU TO BUY THE SODAS AND FRANKS!

LES 'N' CHES TAKE A BACK SEAT AS BESS 'N' TESS TAKE OVER...



INSTANT DRYING MATERIAL
WILL DO AWAY WITH DRIPPY
BATHING SUITS!

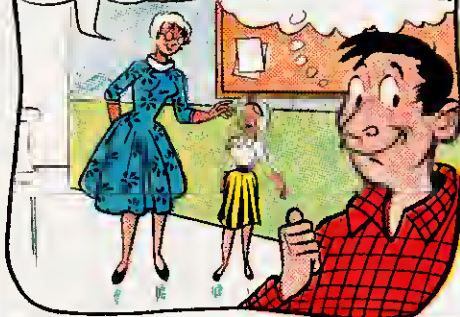
NOW IF THEY'D ONLY
INVENT SOMETHING THAT WOULD
DO AWAY WITH **DRIPPY**
DATES!



STRETCH CLOTHING WILL BE ADJUSTABLE
TO ANY SIZE

CAN I BORROW
YOUR GOWN FOR
THE PROM, ALICE?

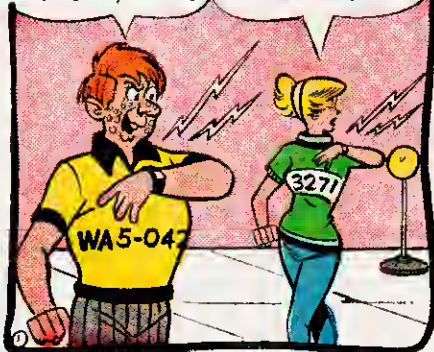
WHAT WE GUYS
NEED IS A
STRETCH ALLOWANCE
THAT CAN FIT ANY DATE!



WRIST TELEPHONES

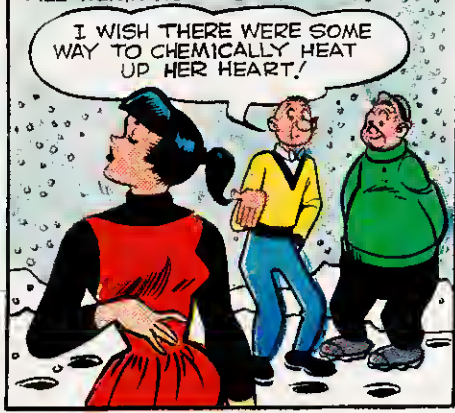
HAVE I GOT
THE RIGHT
NUMBER, MISS?

HANG UP MISTER!
I'VE **GOT** YOUR
NUMBER!



CHEMICALLY-HEATED FABRICS
WILL WEIGH NEXT TO NOTHING!

I WISH THERE WERE SOME
WAY TO **CHEMICALLY HEAT**
UP HER HEART!



ROCKET BELTS

I GUESS WE'RE STUCK!
I JUST RAN OUT OF
ROCKET FUEL! HEH! HEH!



WELL, I
HAVEN'T!

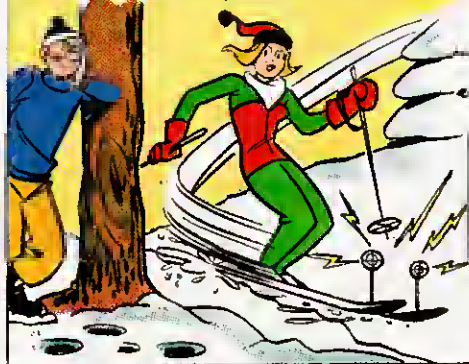


INSTANT FUR-GOATS

GLUB!
HOW DO
YOU STOP
THIS THING?



RADAR-CONTROLLED SKIS WILL
AUTOMATICALLY AVOID ALL HAZARDS
SUCH AS TREES, BUMPS AND WOLVES.



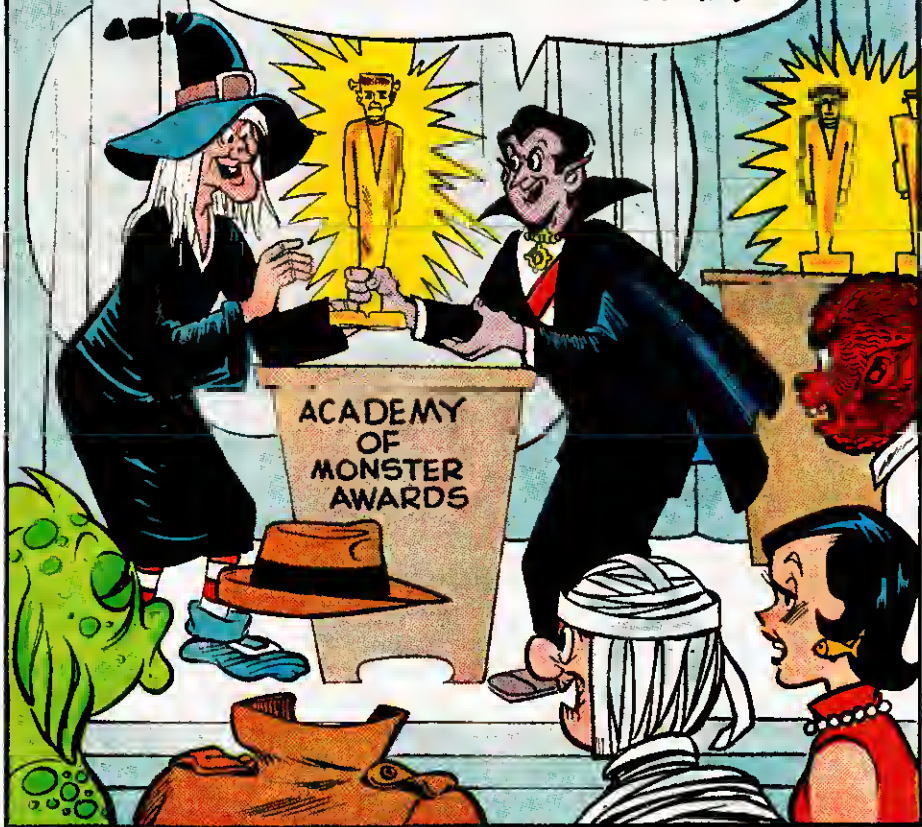
EVERY TYPE OF ACCESSORY WILL BE AVAILABLE IN VENDING MACHINES!

LOOK, MADGE! THIS MACHINE
HAS THE MOST IMPORTANT
ACCESSORY OF ALL!



END

...AND I AWARD THIS "BORIS"
TO HILDA FOR BEING THE
BEST WITCH OF THE YEAR!

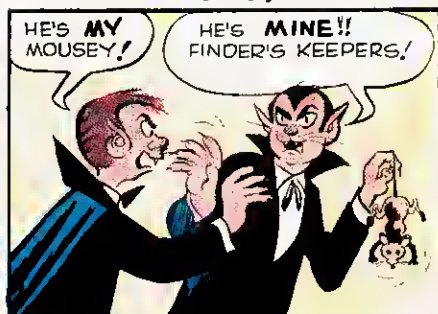


**MONSTER
SECTION**



MANY YEARS AGO A TRANSYLVANIAN VILLAGE WAS CONDEMNED FOR PRACTICING BLACK MAGIC. (TECHNICOLOR MAGIC HAON'T BEEN INVENTED YET.)

OBLEE-A-DEE! THE CATS IN THIS TOWN WERE REALLY WAY OUT! AS A MATTER OF FACT, THAT'S WHAT THEY WERE... CAT PEOPLE!

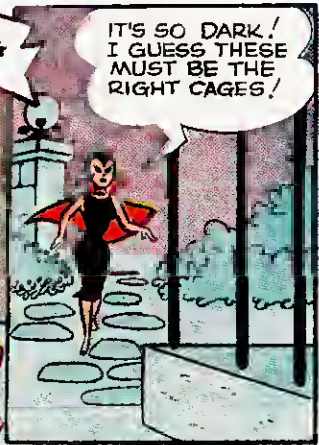
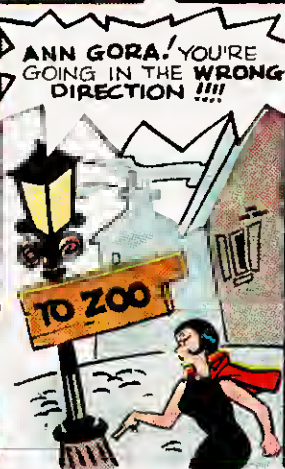


OUR STORY DEALS WITH THE DESCENDANTS OF THESE CAT PEOPLE WHO CAME TO AMERICA.

CAT GIRL'S CATASTROPHE

FEATURING ANN GORA
THE CAT GIRL





THE NEXT DAY...

OH, GOLLY!
DID I DO
THAT?!

DAILY BUGLE
**MASS ESCAPE
IN DOG POUND**
HUNDREDS OF
STRAY DOGS
LOOSE IN CITY
POLICE SUSPECT
ANIMAL LOVER

HUNDREDENIZED
CATNIP

KNOCK
KNOCK

WHO CAN
THAT BE?!

ER. HELLO,
GRAND
MASTER!
ER... ER...

WHAT'S THE
MATTER?
THE CAT GOT
YOUR TONGUE?

CAT
PEOPLE
NEVER
DOG
IT!

YOU IDIOT!
YOU LET LOOSE
HUNDREDS OF
DOGS, OUR
MORTAL
ENEMIES!

WHAT
THE...?

GRRIIK

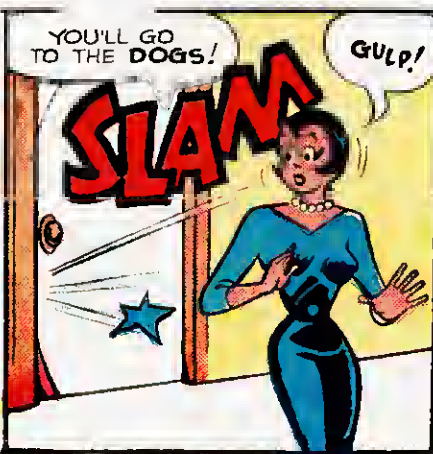
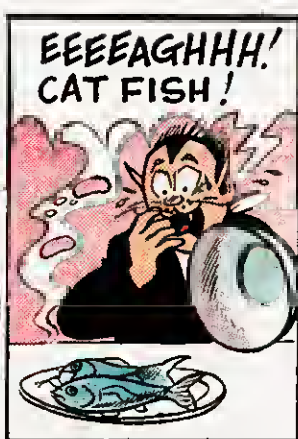
WHAT'S
THAT?

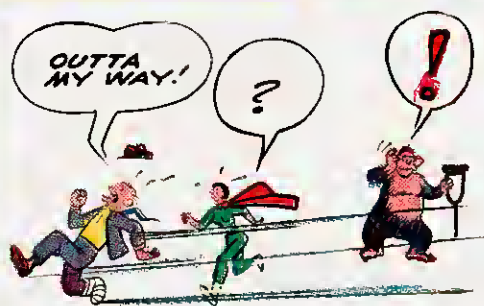
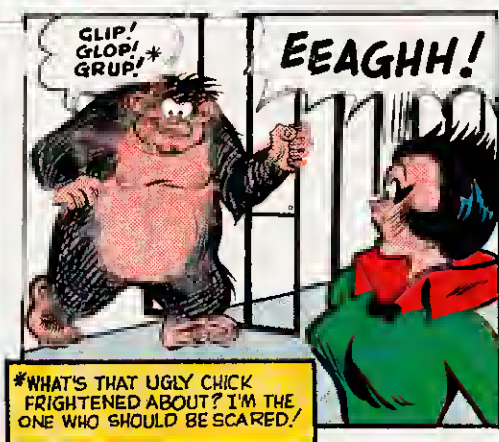
IT'S JUST BOWSER!
MY PET POOCH!

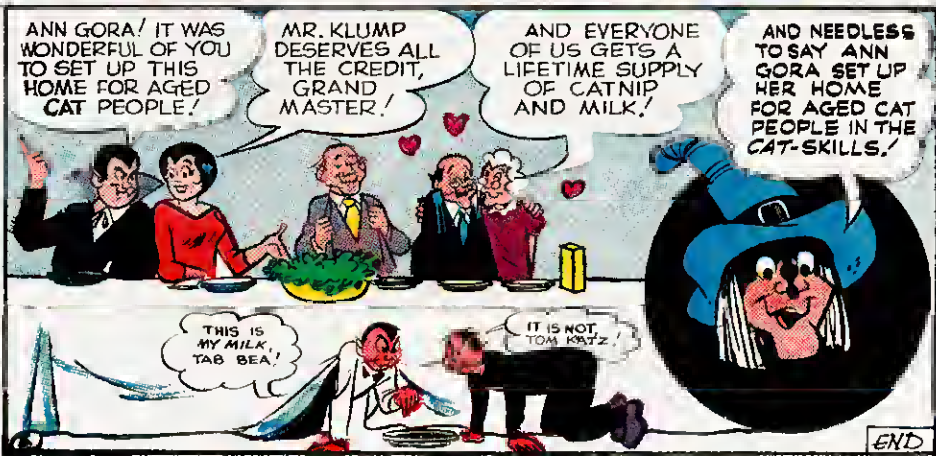
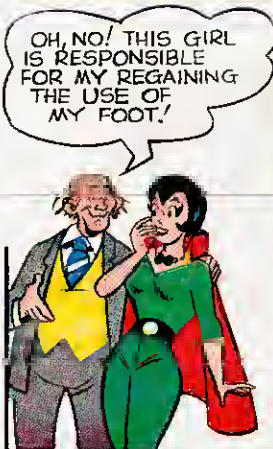
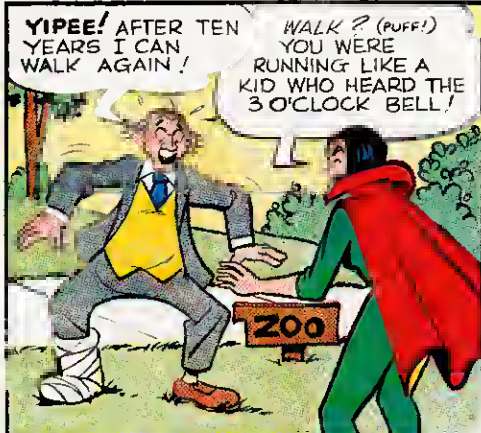
GRRRR


ANN GORA, HAVE YOU NO SENSE
OF SHAME? HOW CAN YOU GIVE
COMFORT TO ONE OF OUR HATED
FOE!

GET RID OF HIM AT ONCE!!!





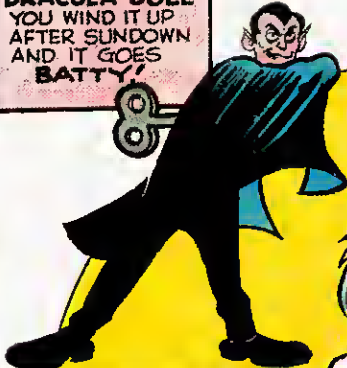





IF YOU HAVE AN
ENEMY YOU'LL
WANT TO BE SURE
TO GIVE HIM ONE
OF THESE...

MONSTER


WIND-UP DOLLS



DRACULA DOLL
YOU WIND IT UP
AFTER SUNDOWN
AND IT GOES
BATTY!



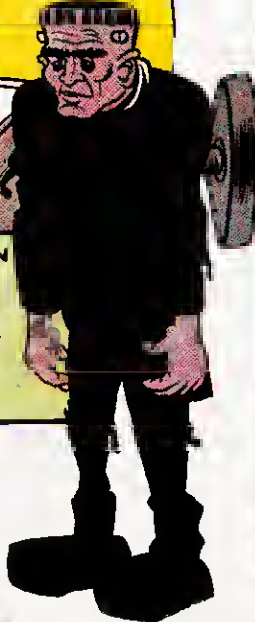
**CRAZY MOLE
MAN DOLL**
YOU WIND IT UP
AND IT EITHER
PUTS A HOLE
IN IT'S HEAD
OR IT'S HEAD
IN A HOLE!



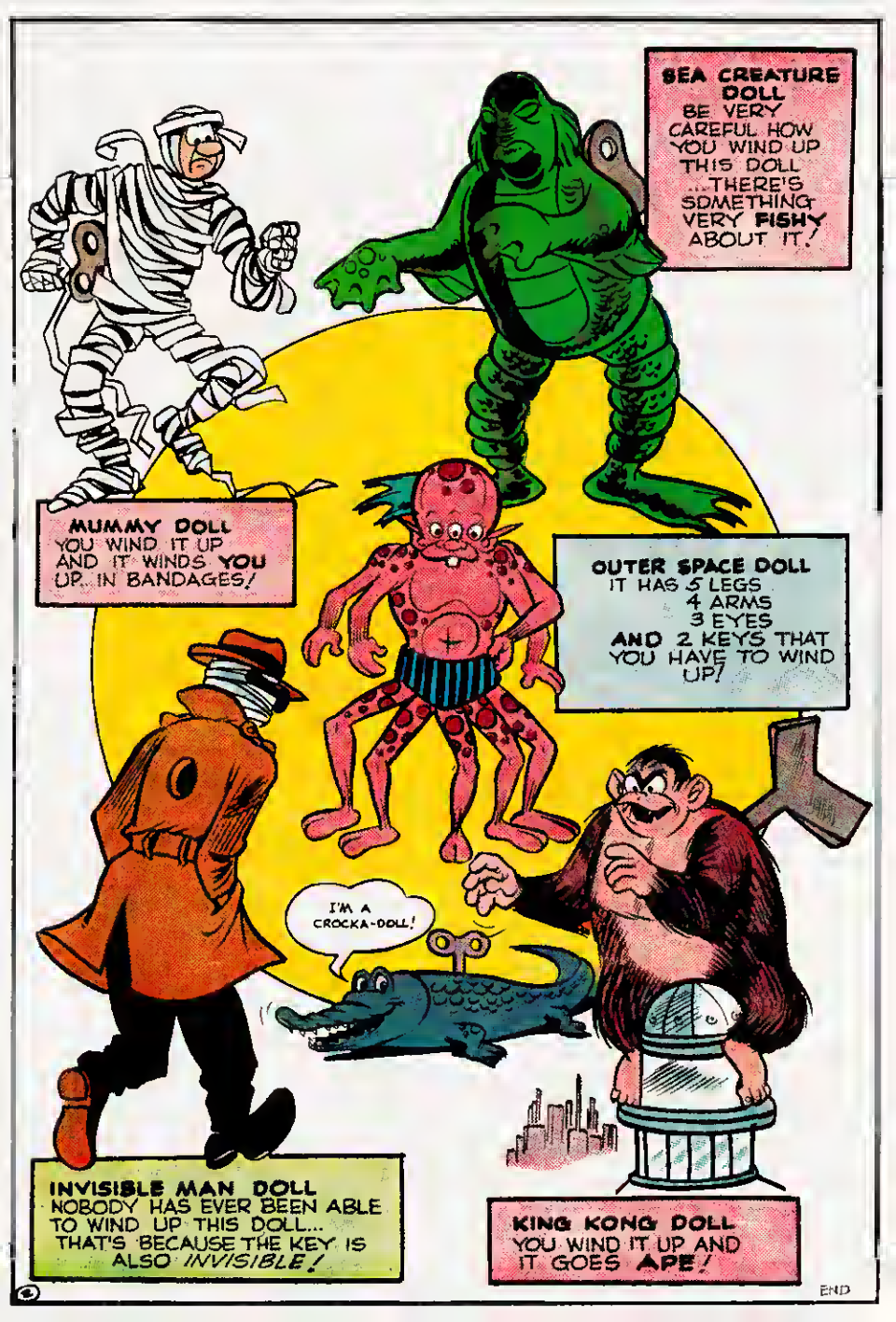
MAD DOCTOR DOLL
YOU DON'T WIND IT UP
-YOU THROW THE
SWITCH, AND THEN
IT THROWS THE
SWITCH!



FLY DOLL
IF YOU WIND
IT UP
INCORRECTLY
IT FLIES
OFF THE
HANDLE!



**FRANKENSTEIN
DOLL**
YOU WIND IT
UP AND IT
DESTROYS ALL
THE OTHER
WIND-UP
DOLLS!



SEA CREATURE DOLL
BE VERY
CAREFUL HOW
YOU WIND UP
THIS DOLL
...THERE'S
SDMETHING
VERY FISHY
ABOUT IT!

MUMMY DOLL
YOU WIND IT UP
AND IT WINDS YOU
UP IN BANDAGES!

OUTER SPACE DOLL
IT HAS 5 LEGS
4 ARMS
3 EYES
AND 2 KEYS THAT
YOU HAVE TO WIND
UP!

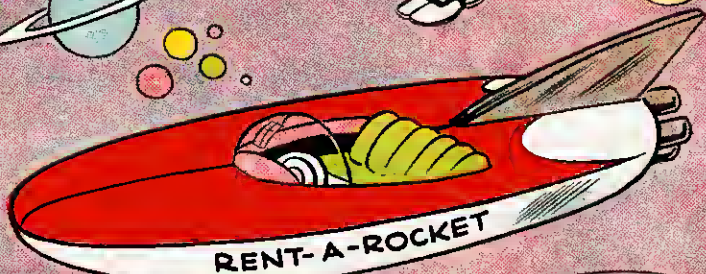
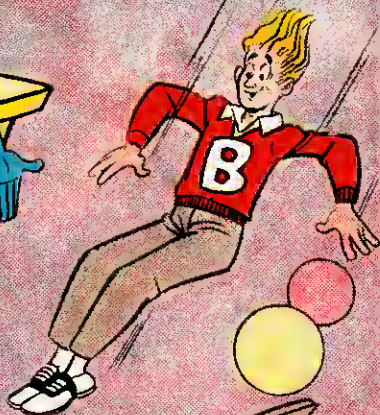
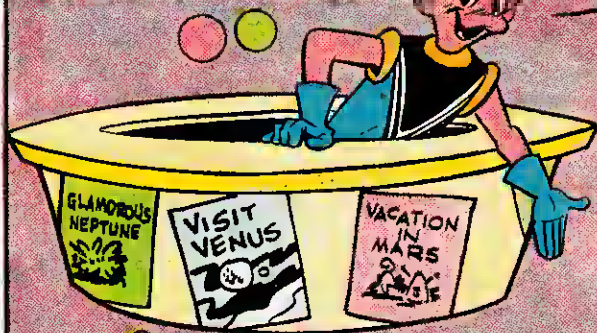
I'M A
CROCKA-DOLL!

INVISIBLE MAN DOLL
NOBODY HAS EVER BEEN ABLE
TO WIND UP THIS DOLL...
THAT'S BECAUSE THE KEY IS
ALSO INVISIBLE!

KING KONG DOLL
YOU WIND IT UP AND
IT GOES APE!

**PINKY'S
SPACE TRAVEL
AGENCY**

LET THE PINK
MARTIAN PUT
YOU IN THE
DRIVER'S SEAT!

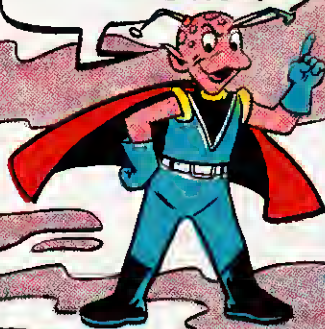


OUR MOTTO
IS -
"ORBIT NOW
PAY LATER!"

THE PINK MARTIAN PRESENTS

SPACE

SECTION

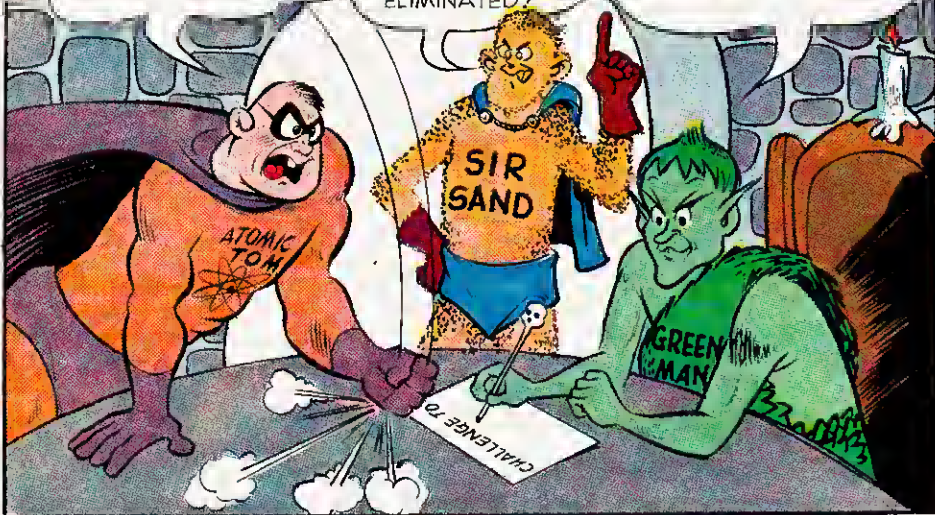


THE SUPREME COUNCIL OF VILLAINS HOLDS AN IMPORTANT MEETING...

CAPTAIN SPROCKET IS MAKING A MOCKERY OF THE WHOLE SUPER-GUY BUSINESS!

LIKE DIRT BACKWASH - SPROCKET MUST BE ELIMINATED!

HE WILL BE ELIMINATED IF THE THREE OF US BAD GUYS ATTACK HIM **AT ONCE!**



YES, IT LOOKS LIKE TROUBLE, **REAL TROUBLE** IS IN STORE FOR CAPTAIN SPROCKET AS HE MEETS...

The TERRIBLE THREE

CAPTAIN SPROCKET, SIR - THIS JUST CAME IN THE MAIL FOR YOU!

THANK YOU, JEEVES!

THE CHALLENGE



SPROCKET **WHATEVER YOU DO DON'T OPEN THAT LETTER!!!**

HUMPH! I'VE GOT TO OPEN IT UP OR WE WON'T HAVE A STORY!

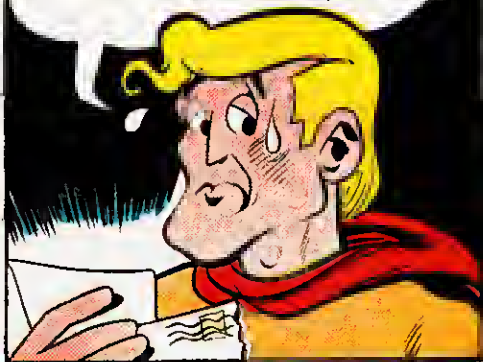


CHALLENGE TO
CAPTAIN SPROCKET—
YOU ARE UNCORDIALLY
INVITED TO A DUEL WITH
THE TERRIBLE THREE!!

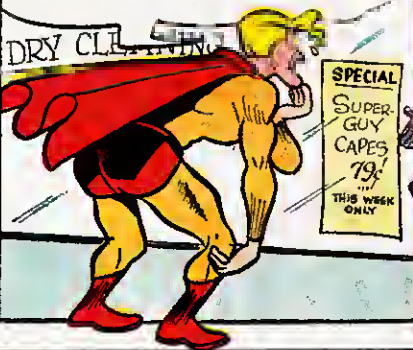
★
TIME: NOON
PLACE: 13 DOOM STREET

P.S. YOU'RE CHICKEN IF
YOU DON'T SHOW UP!

IT'S NOT FAIR! I USUALLY
HAVE MY HANDS FULL FIGHTING
JUST ONE VILLIAN!



...AND NOW I HAVE TO
TACKLE **THREE** OF THE
TOUGHEST (GULP!) SLIMIEST
(GULP!) MOST DESPICABLE (GULP!)
VILLAINS OF ALL TIME! (UGH!)



HEY, GUYS.
LOOK WHO
SHOWED
UP!

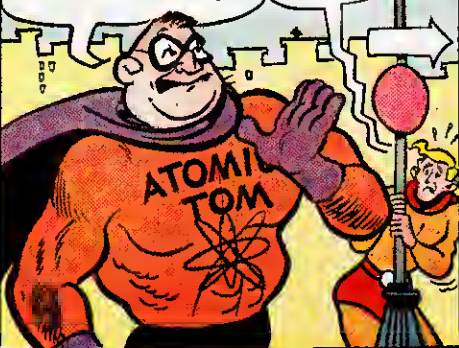
HAW! HAW!
SPROCKET
IS OFF HIS
ROCKER!

LET'S TACKLE
HIM IN
ALPHABETICAL
ORDER!



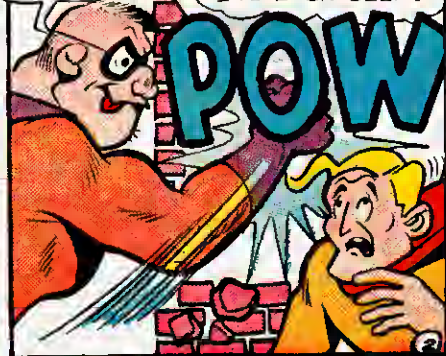
...THAT MAKES ME
ATOMIC TOM—HIS
FIRST, LAST AND
ONLY OPPONENT!

GULP!

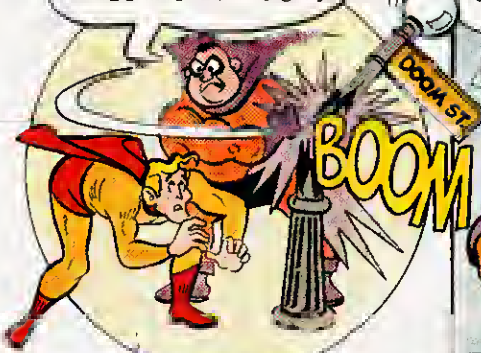


MEET MY
NUCLEAR
PUNCH!

(EEP!) HE
MAKES THE
BIGGEST "POW!"
I'VE EVER SEEN!

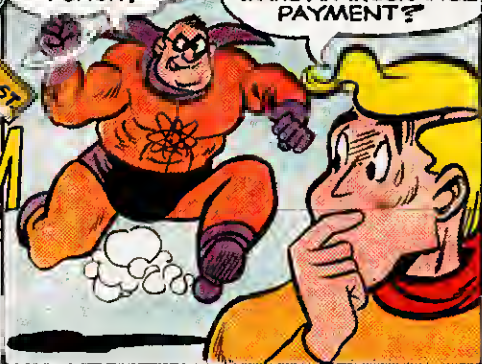


YOU RASCAL! QUIT
DUCKING SO MUCH!



HERE COMES MY
50 MEGATON
PUNCH!

CAN I BE
EXCUSED TO
MAKE AN INSURANCE
PAYMENT?



GOOD GRAVY!
HE HIT HIMSELF!



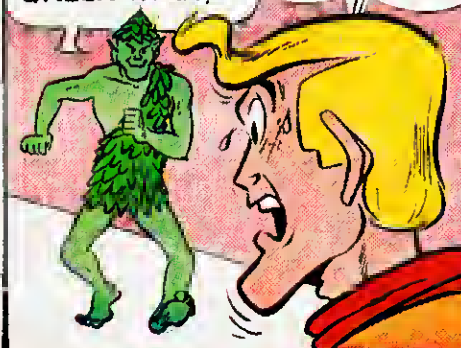
ONE DOWN
AND TWO TO
GO!

THAT IDIOT
ATOMIC TOM
TRIED TO RELY
ON SHEER POWER!
WE KNOW BETTER!



I PRESUME YOU'VE
HEARD OF ME
**SPROCKY - THE
GREEN MAN!**

YIPES! IT'S
THE HUMAN
VEGETABLE!



THEY SAY THE
BEST DEFENSE
IS A GOOD
OFFENSE!

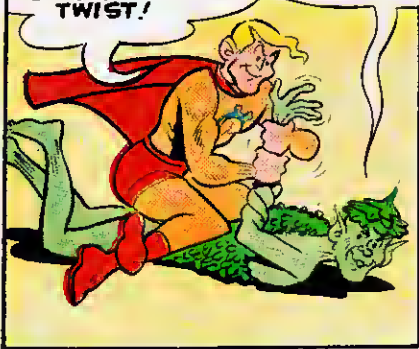
AND YOU'RE
VERY
OFFENSIVE,
SPROCKY!



YOU'VE HEARD OF
CHUBBY'S TWIST,
WELL LET ME SHOW
YOU **SPROCKET'S**
TWIST!

YOU FORGET
ONE THING MY
COCKY SPROCKY!

...I CAN SPRING BACK
LIKE A TREE BRANCH!



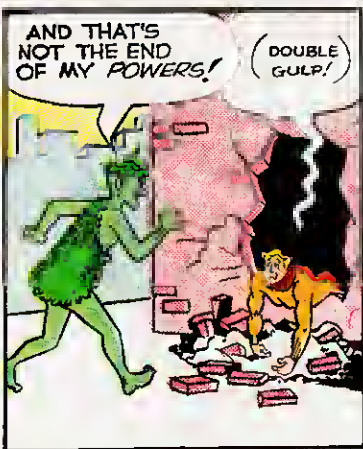
AND THAT'S
NOT THE END
OF MY POWERS!

(DOUBLE
GULP!)

I CAN
GROW
IN SIZE!

...AND GROW
AND
GROW!

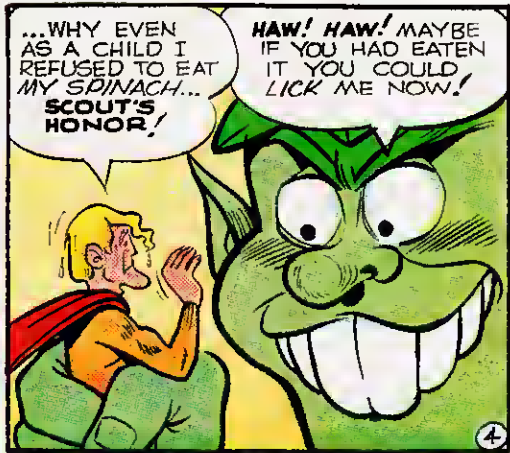
I'M
TRAPPED!

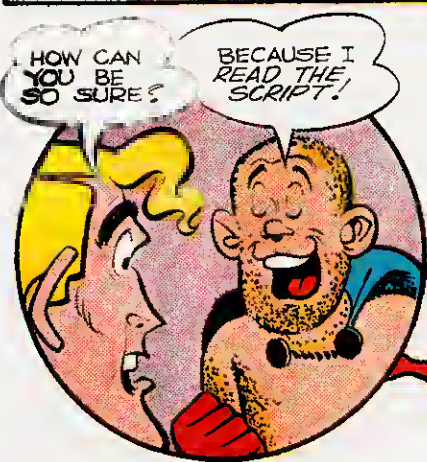
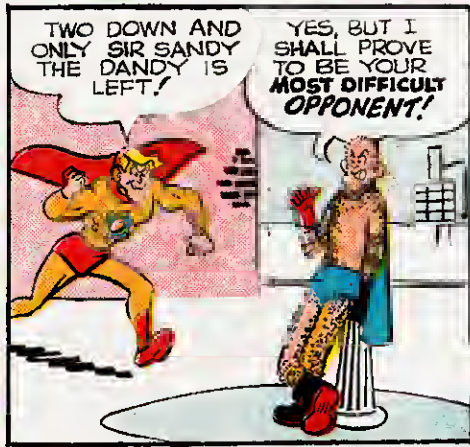
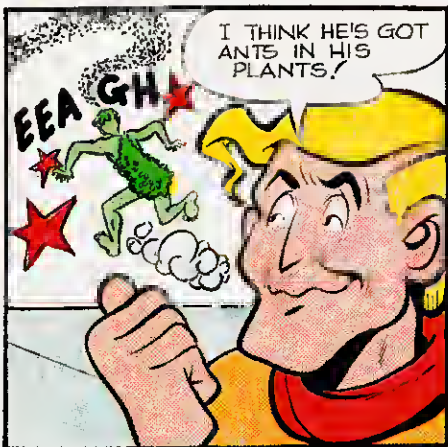
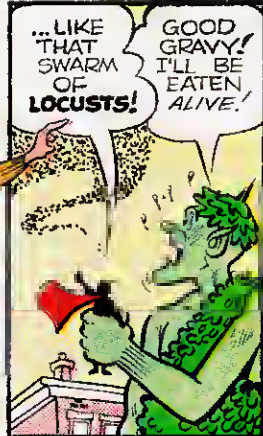


SPARE ME, GREEN MAN!
I'VE BEEN KIND TO
VEGETABLES ALL
MY LIFE!

...WHY EVEN
AS A CHILD I
REFUSED TO EAT
MY SPINACH...
**SCOUT'S
HONOR!**

HAW! HAW! MAYBE
IF YOU HAD EATEN
IT YOU COULD
LICK ME NOW!

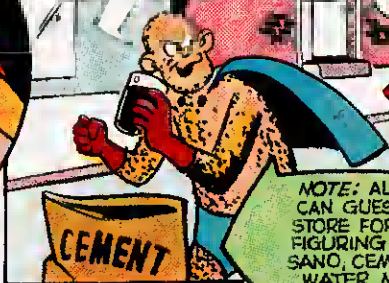




I'LL HAVE TO CONSULT
MY MANUAL FOR
THIS JOB!



WHILE HE'S NOT
LOOKING I'LL
SWALLOW THIS
CEMENT AND
WATER!



SAMURAI VILLAINS,
SANCTUM VILLAINS...
HMM...NOTHING
ABOUT SANDY
VILLAINS!



NOTE: ALERT READERS
CAN GUESS WHAT'S IN
STORE FOR SPROCKET BY
FIGURING OUT WHAT
SAND, CEMENT AND
WATER MAKE!

GO AHEAD!
HIT ME
AGAIN!

I'LL GIVE
YOU MY
SANDY
SUNDAY
PUNCH!



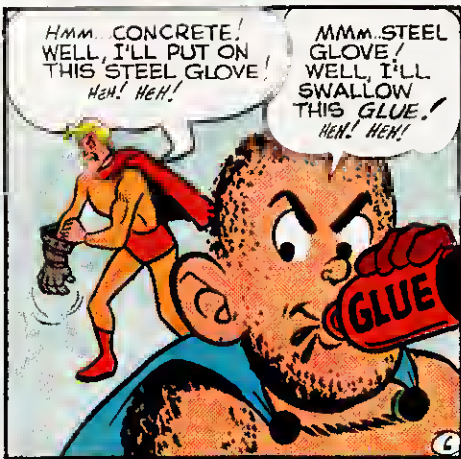
OUCH! YOU'RE
AS HARD AS...
AS HARD
AS...

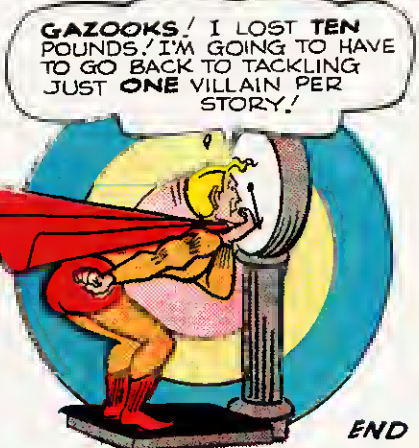
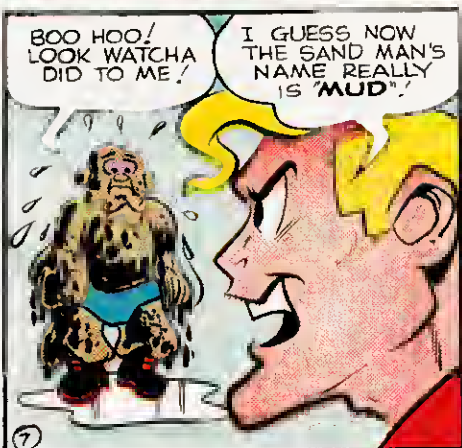
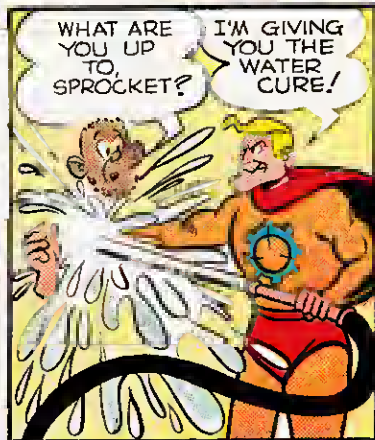
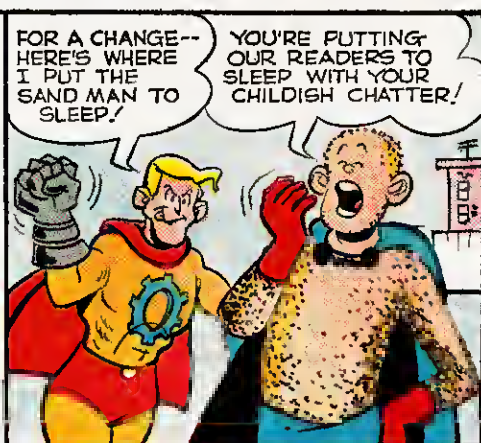
CONCRETE,
YOU CHUMP!



HMM. CONCRETE!
WELL, I'LL PUT ON
THIS STEEL GLOVE!
HEH! HEH!

MMM. STEEL
GLOVE!
WELL, I'LL
SWALLOW
THIS GLUE!
HEH! HEH!



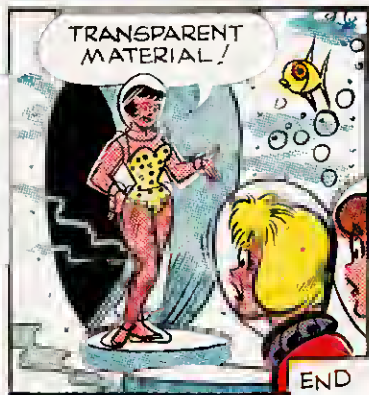
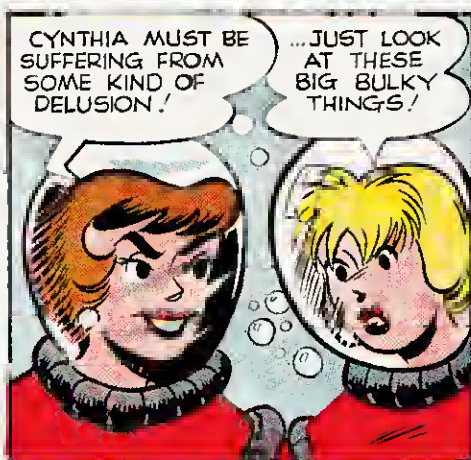
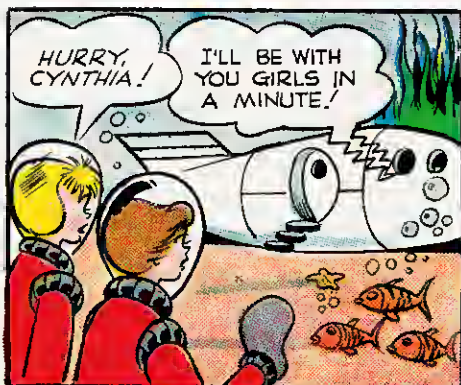


END

SOME OF US CAN BE FASHION PLATES UNDER THE MOST DIFFICULT OF CONDITIONS!



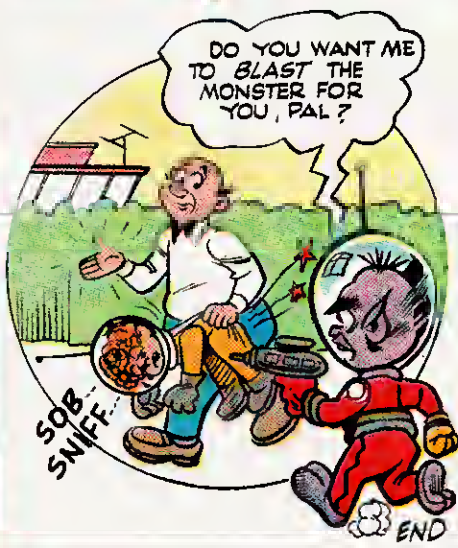
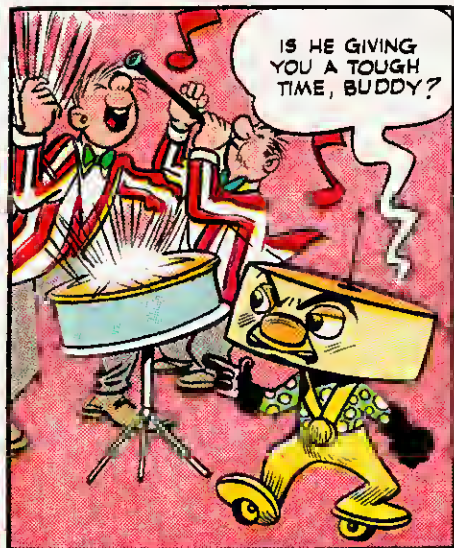
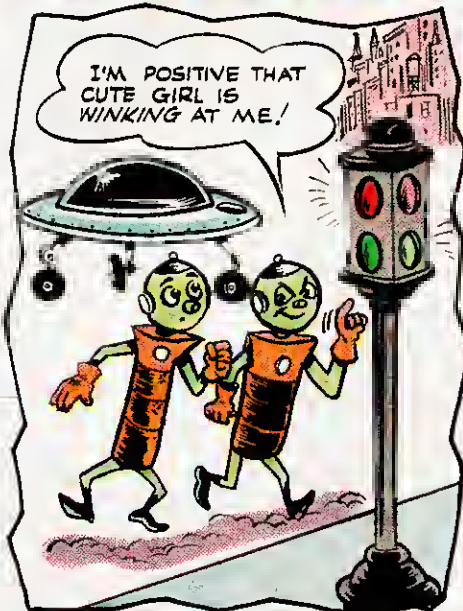
SUITABLE SUIT!





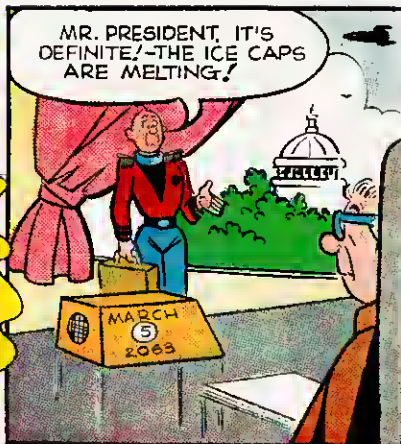
IT'S OCCURRED TO ME THAT THERE'S BOUND TO BE QUITE A BIT OF CONFUSION WHEN EARTH GETS IT'S FIRST...

SPACE VISITORS



ARK LARK

MR. PRESIDENT, IT'S
DEFINITE!-THE ICE CAPS
ARE MELTING!



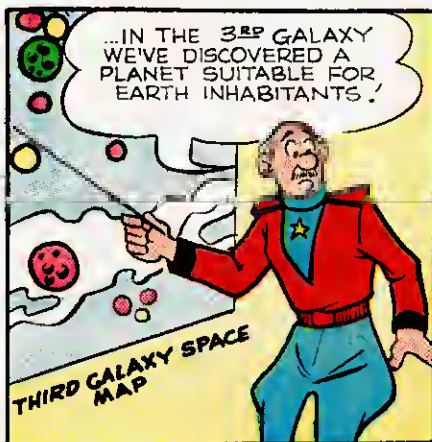
WITHIN
TWO WEEKS
ALL OF EARTH
WILL BE COVERED
OVER WITH WATER.

GENERAL, HAS YOUR
CORPS COMPLETED
IT'S SPACE
EXPLORATION!

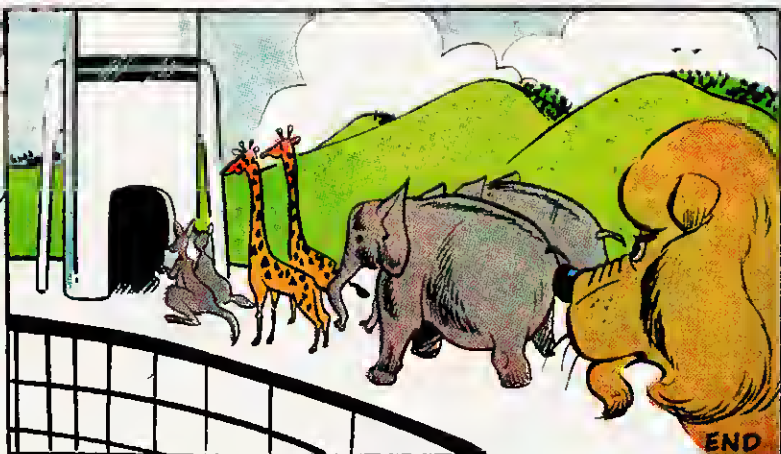
YES, MR.
PRESIDENT!



...IN THE 3RD GALAXY
WE'VE DISCOVERED A
PLANET SUITABLE FOR
EARTH INHABITANTS!



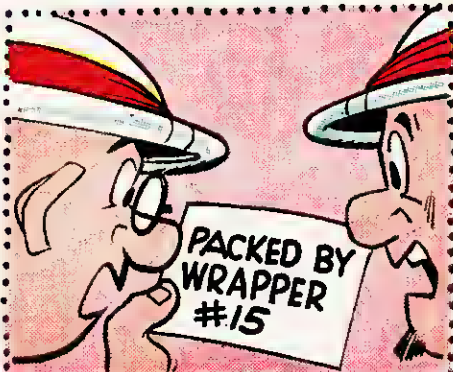
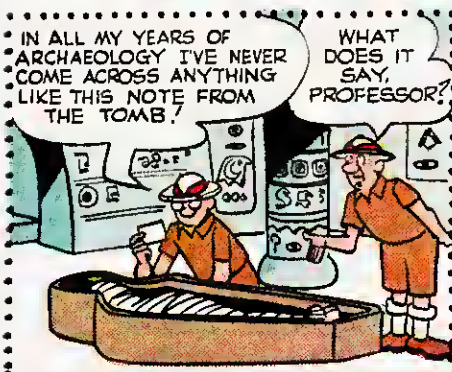
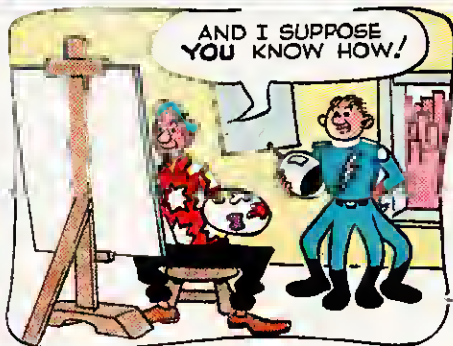
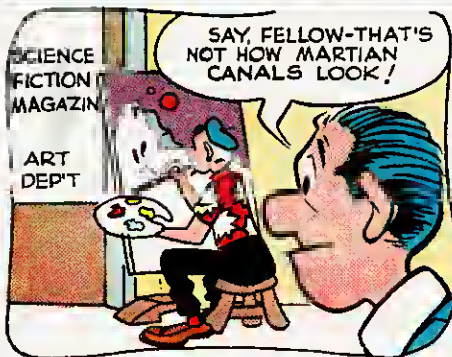
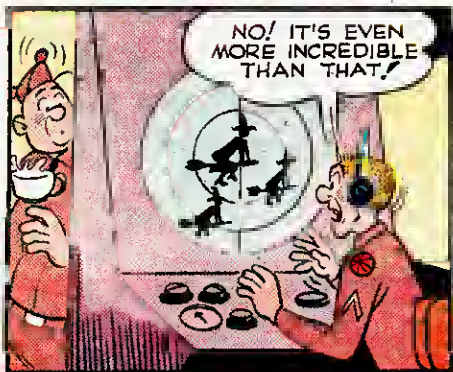
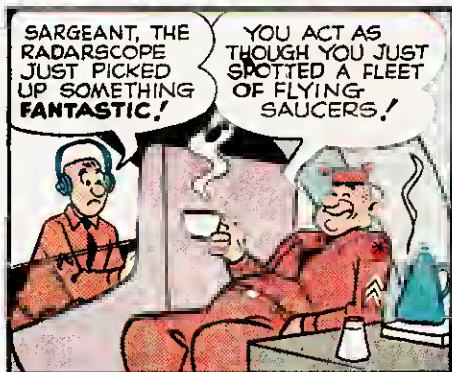
THEN WE
HAVE NO
OTHER
CHOICE
BUT TO
COMMENCE
"OPERATION
DELUGE"!



END

THERE'S A TWILIGHT ZONE AND A DAYLIGHT ZONE BUT
ONLY MADHOUSE TAKES YOU INTO THE...

NONSENSE ZONE



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YOUR FAVORITES MAILED TO
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| <input type="checkbox"/> LITTLE ARCHIE #28 | <input type="checkbox"/> BETTY AND VERONICA SPECTACULAR #21 |
| <input type="checkbox"/> THE WORLD OF JUGHEAD #24 | <input type="checkbox"/> BETTY AND VERONICA SUMMER FUN #23 |

NAME _____ AGE _____
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ADDRESS _____

CITY _____ STATE _____

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☐ PEP
☐ LAUGH
☐ JUGHEAD

☐ BETTY & VERONICA
☐ ARCHIE'S JOKE BOOK
☐ LIFE WITH ARCHIE
☐ ARCHIE'S MAD HOUSE

NAME.....

ADDRESS.....

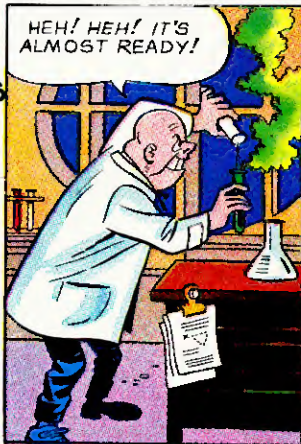
CITY.....ZONE.....STATE.....

Please print clearly

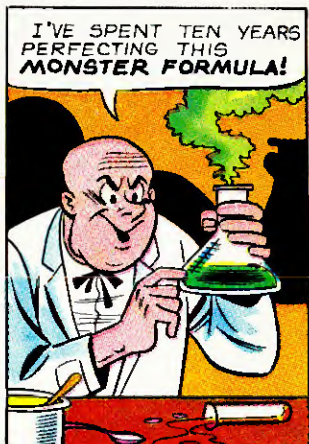


"SHOCK DOC"

HEH! HEH! IT'S
ALMOST READY!



I'VE SPENT TEN YEARS
PERFECTING THIS
MONSTER FORMULA!



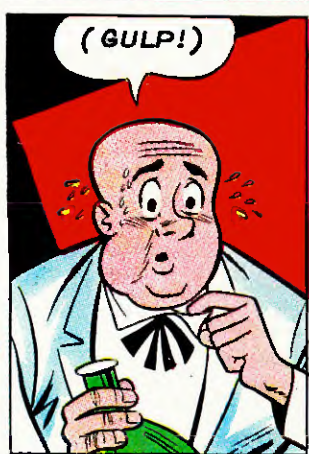
THERE ARE MORE
SECRET INGREDIENTS IN
THIS FLASK, THAN IN A
DOZEN T.V.
COMMERCIALS!!



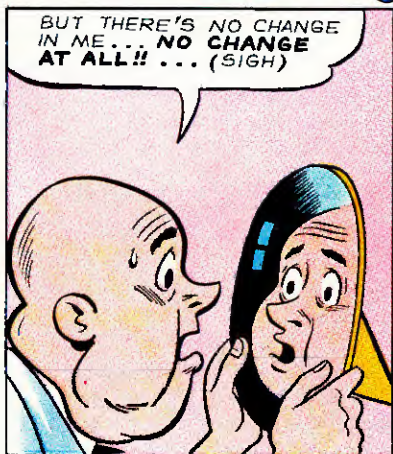
... AND NOW, THE
SUPREME TEST!



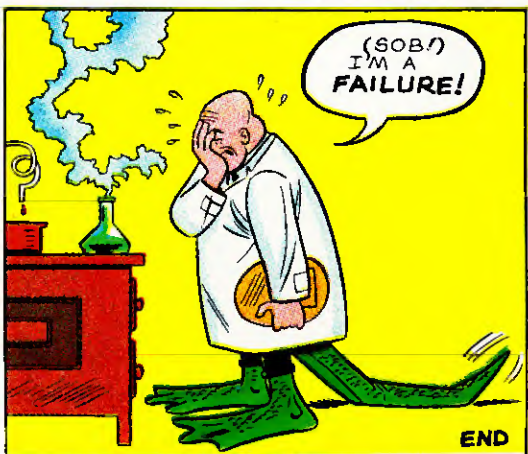
(GULP!)



BUT THERE'S NO CHANGE
IN ME... NO CHANGE
AT ALL!! ... (SIGH)



(SOB!)
I'M A
FAILURE!



END



some scanner known as irving